

In the Claims

Please amend Claims 1, 2, 6, 16, delete Claim 18, and add new Independent Claim 21 as follows:

1. (Currently Amended) A business system, comprising:

an electronic core business having a customizable purchasing platform;

~~an~~ a plurality of affiliate organization providers remote from the core business each

enabled to provides a good or a service for purchase; and

wherein the core business is enabled to allow a member of a first Affinity partner to electronically make purchases directly from each of the affiliate organization providers via the core business.
2. (Currently Amended) The business system of claim 1 wherein the affiliate organizations ~~is~~ are each enabled to provide a royalty back to the core business as a function of the purchases made by the members with the affiliate organization providers.
3. (Previously Presented) The business system of claim 1 further comprising a second Affinity partner that is electronically associated with and is subset of the first Affinity partner.
4. (Previously Presented) The business system of claim 3 wherein the customizable purchasing platform is configured such that the member of the second Affinity partner can access a web site associated with the customizable purchasing platform.
5. (Previously Presented) The business system of claim 4 wherein the web site is configured such that when the member of the second Affinity partner accesses the web site

associated with the customizable purchasing platform, the web site appears to be a web site of the first Affinity partner or the second Affinity partner.

6. (Currently Amended) The business system of claim 1 wherein the affiliate organization providers ship the purchased goods or services directly to the purchasing members ~~the first Affinity partner and its members are engaged prior to the first Affinity partner engaging the affiliate organization provider.~~

7. (Currently Amended) The business system of claim 1 wherein the customizable purchasing platform electronically links the first Affinity partner to a web page of the affiliate organization provider by:

storing a web page template;

customizing the template to create a first Affinity partner or a second Affinity partner web page; and

displaying the first Affinity partner or the second Affinity partner web page to the member when the member accesses the purchasing platform.

8. (Previously Presented) The business system of claim 3 wherein the member accesses the affiliate organization provider web page via a click-through from a web page associated with the first or second Affinity partner.

9. (Previously Presented) The business system of claim 1 wherein the core business is enabled such that no funds transferred from the member to the organization provider are handled by the core business.

10. (Previously Presented) The business system of claim 1 wherein the first Affinity partner receives a stock option in the core business as a function of a volume of members generated by the first Affinity partner members via the core business.

11. (Previously Presented) The business system of claim 3 wherein the secondary Affinity partner receives a stock option in the core business as a function of a volume of members generated by the second Affinity partner members via the core business.

12. (Previously Presented) The business system of claim 1 wherein the first Affinity partner receives a portion of the profits of the core business as a function of a volume of purchases made by the first Affinity partner members via the core business.

13. (Previously Presented) The business system of claim 3 wherein the secondary Affinity partner receives a portion of the profits of the core business as a function of a volume of purchases made by the second Affinity partner members via the core business.

14. (Previously Presented) The business system of claim 3 wherein a percentage of a residual income of the core business is distributed to the first Affinity partners and secondary Affinity partners.

15. (Previously Presented) The business system of claim 1 wherein all the residual net profits of the core business are distributed to the first Affinity partner as a function of stock ownership in the core business.

16. (Currently Amended) In an Ifiniti system, a method of building a core business on the internet, comprising:

enlisting a first Affinity partner having a plurality of members to the Infiniti system;

enlisting at least some of the first Affinity partner members as a subscriber to the Ifiniti system and;

enlisting ~~an~~ a plurality of affiliate organization providers to offer a good or service for purchase directly to the subscriber via the Ifiniti system.

17. (Previously Presented) The method of claim 16 further comprising enlisting a secondary Affinity partner to the Ifiniti system, the secondary Affinity partner being a subset of the first Affinity partner, the secondary Affinity partner having a plurality of members being enabled to purchase directly from the affiliate organization provider via the Ifiniti system.

18. Canceled

19. (Previously Presented) The method of claim 17 further comprising providing a stock option of the core business to the first Affinity partner or the second Affinity partner as a function of a volume of members enlisted by the first Affinity partner or the second Affinity partner via the core business.

20. (Previously Presented) The method of claim 17 further comprising providing a portion of the profits of the core business to the first Affinity partner or the second Affinity partner as a function of ownership in the core business.

21. (New) An electronic purchasing platform, comprising:

means enabled to allow a member of a plurality of Affinity partners to make a
purchase directly from a plurality of remote affiliate organizations; and

means enabled to receive royalties from each of the affiliate organizations as a
function of completed said purchases and distribute a portion of the royalties to the Affinity
partners.